

C1.

Daily unit costs, and total staff costs, in British Pounds Sterling (250 points). Scored according to the following benchmark formulae: (lowest priced bid/price of bid x 100 x 2.5)					
Maximum ceiling for Core team costs. Required roles defined by partner, and should include all proposed SMEs and support staff. State daily costs (24hr) and also total staff costs.	Daily Direct Labour Costs (Basic pay)	Indirect costs and staff overheads. (See Note i) 30%	Daily M/ment fee and Profit (10%)	Total Daily Charge Rate (total unit costs)	% discount applicable for extensions to project timelines
Project Director	£850.00	£255.00	£76.50	£1,181.50	5%
Project Officer	£350.00	£105.00	£31.50	£486.50	5%
Team Leader / Co-ordinator	£200.00	£60.00	£18.00	£278.00	5%
SME/Short Term Technical Experts	£1,800.00	£540.00	£162.00	£2,502.00	0%
Admin Support	£250.00	£75.00	£22.50	£347.50	5%
Local Support staff	£85.00	£25.50	£7.65	£118.15	5%
Trainee Consultant	£50.00	£15.00	£4.50	£69.50	5%
Junior Consultant	£80.00	£24.00	£7.20	£111.20	5%
Consultant	£250.00	£75.00	£22.50	£347.50	5%
Senior Consultant	£550.00	£165.00	£49.50	£764.50	5%
Principal Consultant	£400.00	£120.00	£36.00	£556.00	5%
Managing Director	£600.00	£180.00	£54.00	£834.00	5%
Director/Partner	£1,500.00	£450.00	£135.00	£2,085.00	5%
Administrator	£150.00	£45.00	£13.50	£208.50	5%
Junior Administrator	£80.00	£24.00	£7.20	£111.20	5%
Translator	£100.00	£30.00	£9.00	£139.00	5%
Interpreter	£100.00	£30.00	£9.00	£139.00	5%
Project Manager	£500.00	£150.00	£45.00	£695.00	5%
Advisor	£85.00	£25.50	£7.65	£118.15	5%
Local Senior Advisor	£120.00	£36.00	£10.80	£166.80	5%
Local Fixer	£50.00	£15.00	£4.50	£69.50	5%
Local Programme Manager	£120.00	£36.00	£10.80	£166.80	5%
Local Project Officer	£100.00	£30.00	£9.00	£139.00	5%
Local Subject matter Expert	£120.00	£36.00	£10.80	£166.80	0%
				<b>£11,801.10</b>	

**Note i) Indirect labour costs and other overheads:** All costs associated with those employed. The costs will include all taxes and contributions required by law and employer's liability and insurance (including life insurance and Medevac). All costs associated with the Contractor's standard employment benefit such as sick leave with pay, pension, non-working days, travel days, health and life assurance. All costs associated with the recruitment and dismissal of Staff, training costs and cost of visas, and any other consumable costs. All contributions to Head Office overheads, management and administration of the Contractor. This includes management information costs, area management and account management costs, operational finance function, management/financial accounting function including banking department, information technology and specialist consultancy advice.

**Note ii) All goods and equipment** will be at cost and no Profit or o/head attached. Profit and o/head are paid through staff rates as above.

**Note iii) Expenses** will be 'through costs'. Per Diems will be at standard EU rates.

C2.

Please provide two examples to describe how you would ensure that the service you are providing is delivered as cost effectively as possible, thereby ensuring that you deliver real Value for Money (50 points.) Max 500 words. Scored according to the following benchmark formulae: (lowest priced bid/price of bid x 100 x .5)

**1. Economy.**

- InCoStrat **operates as a virtual company**. We communicate using a shared internet-based technology platform. This enables us to reduce overheads such as office space and landline telephony. We use VOIP where possible to reduce mobile expenditure. We would share a single virtual admin and finance office for multiple projects to reduce overhead.
- We **hire local staff to provide lower-cost** technical, financial and administrative support. Where possible staff are employed with multiple skills to reduce overall numbers
- Our major **equipment purchases are subject to competitive tender** (Three tenders when possible).
- We **band pricing for our consultancy services and offer reduced rates for government clients**.
- InCoStrat is a US-registered company and is as such **VAT-exempt**.

**2. Efficiency.**

- Research & Analysis: We are able to **conduct online polling, allowing us to achieve statistically significant samples at reduced costs**. In addition, online polling has enabled us to reach a wider audience, overcoming specific challenges to access.
- Networks: by using our team's **existing communications networks to identify key social media "superusers"**, we have the capability to generate mass social media traffic around our projects in order to amplify our message.
- Project Design: By using **technology as a force multiplier** where possible, we are also able to track the progress and success of our projects in real-time, adapting and improving our project design to increase the efficiency of the project in meeting its objectives.

**3. Effectiveness**

- We take an **integrated approach, working with a range of donors and outside partners** (local where possible) to ensure we maximise the contribution of our outputs to overarching outcomes. For example one Conflict Pool funded project that is being project managed by a member of our team has worked hard to **achieve 40% of the SMC Media Office effort is now funded by US, UAE and Syrian private donors; this has been achieved within six months** of the start of the project and so the UK gets a considerably greater capability for its investment whilst maintaining the 'golden share' and control. This has the added benefit of better co-ordination, a shared vision and clarity of purpose across the donor community.
- We use **bilingual Syrian and international staff** to limit the necessity of hiring translators.
- We understand the value of **working jointly with other implementers** to maximise the use of each Conflict pool funded media platform, asset, network and individuals who have benefitted from UK or other government's funding. This reduces the time to establish them and significantly reduces the cost to the Conflict